

## AMENDMENTS TO THE SPECIFICATION

Please replace paragraph [0031] with the following amended paragraph:

[0031] Furthermore, set-top box 120 or embedded hardware within television system 100 can decode instructions from a broadcast stream to change an interactive channel bug within a broadcast stream. In one embodiment, an interactive channel bug can be pulled from a logical drive such as the broadcast file system, a back channel, or may be implemented from assets already resident in a set-top box type receiver. The same can be applied to launching interactivity. Any number of sources can provide the interactive channel ~~but~~ and interactive services.

Please replace paragraph [0032] with the following amended paragraph:

[0032] Thus, CPU 210 or decoder 260 can perform instructions facilitated by a user accessing a channel bug. In one embodiment, CPU 210 or decoder 260 can process executable code, which may include programming code in JAVA, C++, Perl, HMTL, or other like programming code in determining at what point to morph an interactive channel bug or even the broadcast bug. Such instructions for morphing may come through the broadcast stream, over an IP pathway, or may be triggered by set-top box 120 where there is some resident code ~~the~~ that has been initiated to trigger a signal for morphing. The instructions can also be used to make the interactive channel bug appear on television system 100 and provide interactive services.

Please replace paragraph [0033] with the following amended paragraph:

[0033] ROM 220 or RAM 230 may include instructions and data for execution by CPU 210. RAM 230 may also be used to store program variables for programming instructions, which may be contained in ROM 220 or other types of memory. I/O interfaces 240 and 250 may include a remote control input port, a network interface, a video/audio output port, and a television signal input port, or other like interfaces. In one embodiment, I/O interface 240 or 250 is a network interface that connects to a private or public network such as Internet 140.

Please replace paragraph [0038] with the following amended paragraph:

**[0038]** At operation 320, an interactive service is launched based on an embedded "channel bug" in the broadcast stream. Alternatively, the broadcast stream may have a trigger, to say to create or morph an interactive channel bug. Television system 100 may then retrieve and render the channel bug. Furthermore, the channel bug can be retrieved from a number of sources such as, for example, resident memory, broadcast file system, or some remote device via an IP pathway.

Please replace paragraph [0048] with the following amended paragraph:

**[0048]** At operation 350, if a user accesses the channel bug, interactive ~~serve~~s services are launched. For example, by clicking on the channel bug, a user can access an on-line poll related to news items. The broadcaster can ask the user to "vote for a candidate" in a story covering local or national politics. Using the television screen as the interface, the user could vote for their candidate of choice. In another example, user/viewer of a game show such as "Jeopardy" can play along with contestants in which the channel bug is used as the launching point for the interactivity.